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AAA INFORMATION CALENDAR--DECEMBER, 1939

Wheat: December 31 is the final date for making wheat loan applications. Checking of compliance with wheat acreage allotments should be nearly completed in winter wheat areas. Form ACP 111, "Application for 1940 Wheat Parity Payment," will be in the field in the Western Region, and Texas and Oklahoma, and county offices will begin filling out these forms. (In other regions check with State office on ACP 111.)

Corn: County offices will receive applications for loans on the 1939 crop. Farm allotments will be out, before the end of month. Parity payments on corn will be practically completed and ACP payments will be at their peak.

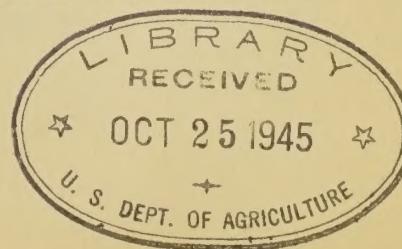
Cotton: Prior to the referendum on the cotton marketing quota December 9, cotton allotments for 1940 will be cut to farmers in most counties. Applications for loans on 1939 cotton will be received in the counties. Results of the cotton referendum will be available immediately after the voting December 9. This news can be covered in the customary manner.

Tobacco: Work will be in progress on the 1940 flue-cured and Burley tobacco allotments; some flue-cured allotments may be out to farmers during December. Burley tobacco markets will open early in December. Marketing of flue-cured tobacco will be completed during the month. Marketing of dark tobacco will also be under way in December.

Rice: 1940 acreage allotments will be out to most farmers during December.

Crop Insurance: The spring wheat sign-up will get underway in December. Field work on indemnity payments will continue.

Compliance: East Central Region--All compliance work on the 1939 program has been completed.
Applications for payment will begin moving into Washington for final auditing and payment later on.
Northeast Region--The check of performance with the 1939 Agricultural Conservation Program is expected to be completed.
The sign-up for the 1940 program will begin in some areas.
Orders for lime under the grant of aid provisions will be taken and in some cases deliveries will be made.



North Central Region--All compliance work will be completed before December.

Southern Region--December 31 is the final date by which farmers must complete their compliance with the 1939 Agricultural Conservation Program.

Western Region--Following are important closing dates: December 31, 1939--final date for filing price adjustment payments for 1939. Final dates for completing 1939 soil conservation practices, by states (for both ACP and RCP except where otherwise noted): Arizona--December 31; California, August 30, or in special cases approved by county committees December 31; Colorado--November 30; Idaho--ACP October 31, RCP December 31; Kansas, December 31; Montana--December 15; Nevada--December 31; New Mexico--December 31; North Dakota--December 31; Oregon--ACP November 30; RCP December 31; Utah--October 31, except December 31 in Washington and Kane counties; Washington--November 30; Wyoming--(Check with State Office.) Preparation of ACP applications for payment will continue in December.

**Soil-
Building
and Soil-
Conserving
Practices**

East Central Region--Practices which may be continued under the 1940 Agricultural Conservation Program include application of ground limestone, terracing, tree planting, and forest tree improvement.

Northeast Region--Improvement of forest tree stands through thinning and pruning, protection of hurricane-damaged farm woodlands through the special rehabilitation program, mulching of orchards in some areas.

North Central Region--The following practices can be carried out during December: tree planting in some areas, improving stands of forest trees, applying mulching material early in the month, construction of terraces in the southern part of the region if the ground is not frozen, contouring of open pastures where the ground is not frozen.

Southern Region--During the month farmers can build terraces, apply lime and superphosphate; do contour ridging; plant forest trees; contour list or furrow non-crop pasture land.

Western Region--Because of local recommendations in connection with practices, see State Committee for practices which may still be carried out before the end of the 1939 program year.

**Speeches,
Meetings
and Miscell-
aneous:**

East Central Region--County and community educational meetings on the 1940 Agricultural Conservation Program will be held in the states.

Northeast Region--A regional information conference will be held in New York City, December 6, 7, and 8. Officials of the Northeast Division in Washington will attend, as will state committeemen, district fieldmen, state executive officers, and one county committeeman from each county in the region. Headlining the speaking program will be Administrator Evans, Assistant Administrator Huston, and Wayne Darrow, Director of AAA Information.

December 13 to 15--a statewide meeting for Maine AAA committeemen at Pittsfield, Me.

1940 State Bulletins in mimeograph form will be issued in December; printed copies will come out later.

North Central Region--Following a series of state meetings of State AAA Committees with farmer fieldmen on the 1939-40 corn loan procedure, NCR 401, educational materials and procedure, the farm plan, and other material, district, county and community meetings will be held at which the same subjects will be discussed. Schedules and dates for these meetings may be obtained from the State AAA Committee.

Considerable work will be done in the states on farmer-businessmen meetings.

The 1940 docket, plus a popular farmer leaflet, "Here's Our Farm Program," and the AAA Notebook will be issued during December.

Secretary Wallace is scheduled to speak in two cities in the North Central Region during the month--at the twentieth annual meeting of the American Farm Bureau Federation in Chicago, December 5; and at a Farmers' Union meeting in St. Paul, Minn., December 14.

Speeches, etc.: Southern Region--Secretary Wallace will speak (in regard to cotton), in Oklahoma City, Okla., December 1. The speech will be broadcast over the National Farm and Home Hour, from 11:35 a.m. to 12:05 p.m. Central Standard Time.

Director L. W. Duggan of the Southern Region will speak at Dallas, Tex., December 2. His talk will emphasize "the cotton situation,-the European war and cotton."

The educational program on the cotton referendum will be completed the first few days in December with meetings, speeches, etc. (Check with the State AAA Office for speakers scheduled.)

A film strip, "Farmers of Faulkner County, Arkansas, Put AAA to Work," is being prepared and will soon be ready for distribution. The strip illustrates the use of superphosphate on

farms in Faulkner county and is adaptable to all sections of the Southern Region. One print will be sent to each state office for inspection; each state may order copies for use within the state.

1940 State Handbooks are expected to be out in December. This is the first year state handbooks have been issued.

Western Region--Administrator R. M. Evans and Director N. E. Dodd will speak at the convention of the Eastern Oregon Wheat League, December 8.

1940 State Handbooks will be out in December.

County organization work will be completed in states where elections have not already been held so that new committeemen may take office January 1, 1940.

The 1940 educational program will be well under way in all states.

In states where the Agricultural Conservation and Range Programs are being combined (North Dakota, Kansas, Nevada, Montana, and Wyoming in the Western Division) stories on the combination may be developed if this has not already been done.

States where county goals for soil-building practices are being stressed may wish to develop feature stories on the conservation projects involved.

E. J. Bell will speak before the meeting of the American Society of Agricultural Engineers, in Chicago, December 5, on "The Progress of the Wheat Storage Program."

Crop Insurance--The national crop insurance conference, at which plans for the 1941 insurance program will be laid, is scheduled for December 4, 5, and 6. The conference will be in Washington. Representatives of State Committees will attend.

TIPS ON COMING EVENTS AND DEVELOPMENTS IN AAA

1. The following silent and sound motion picture films are available for use in the states:
 - a. Muddy Waters, 1 reel, sound--story of land use and abuse in the Southwest;
 - b. Rain on the Plains, 1 reel, sound--shows measures that are recommended by the Soil Conservation Service to control wind erosion in the Southern Great Plains area.
 - c. Grass Land, 1 reel, sound--illustrates problems of soil conservation on the grazing lands of the Southwest.
 - d. Wise Land Use Pays, 2 reels, sound--discusses principles of soil conservation.
 - e. Our Daily Bread, 1 reel, silent--animated cartoon portraying the AAA Farm Program in the wheat belt.
 - f. Plenty Without Waste, 1 reel, silent--animated cartoon portraying the AAA Farm Program in the Corn Belt.
 - g. Better Days in Dixie, 1 reel, silent--story of AAA in the cotton belt.
 - h. Farm and City Forward Together, 1 reel, sound and silent--how the farm and city prosper together.

Sound films are available through the Extension service, while the silent films may be obtained through the AAA.

2. Layouts for the series of conservation mats showing what farmers of each state have done under the Agricultural Conservation Program will be in the mail very shortly, after which orders for mats will be received. Each mat, as pointed out before, will illustrate an important soil-building practice. It is suggested that these mats serve as news pegs for localized feature stories on the practices. The purpose which the practices serve, how they work to conserve the soil, and how they help farmers do a better job of farming are some points to stress. Where 1939 figures are available, they should be used.
3. A year-end feature summarizing the 1939 AAA Program in each state can be prepared for release in December. The feature might be written on a state basis as a Sunday paper feature, while an adapted release for weekly papers could be written from the same material. Some of the main points which might be covered in this release are outlined below:

1. Lead off with a statement on the outstanding conservation problem in your state and tell how farmers are using the AAA program to solve this problem.

2. After the statement of the major conservation need, a paragraph or two enlarging on other conservation phases of the program as applied to the state, and what farmers have accomplished in conservation under the 1939 AAA Program could follow. Use figures, and perhaps, specific examples, to bear out conservation accomplishments.

3. Extent to which farmers participated in the 1939 AAA Program in your state--percent of cropland covered, and number of farmers participating, as compared with last year.

4. How farm prices are protected by the AAA Farm Program. Comparison of the market price of farm products with what farmers' received for the same commodities under the program.

5. Protection of supplies for both the farmer and the consumer through the Ever Normal Granary.

6. Protection given the farmer by crop insurance. Numerous examples of farmers' experiences with crop insurance are available in every wheat state.

7. How farmers administer their own program. Explain briefly the committee set-up, how committees are elected and work. Give the membership of the State Committee in the state release, and the names of the County Committees in the county release.

8. Adaptability of the program to emergency situations--using for a specific example the protection the program gives to farmers against the effects of the European War.

9. A final paragraph stating that the AAA program is not only a farm program, but a city program as well. This could point out that the AAA aims at providing adequate food supplies, and that farm and city prosper together.

The State Committee will have such figures as the number of farmers who took out crop insurance this year, the amounts of corn under loan, and other data.

4. Another possibility for December is an "AAA Outlook" story, which might be in the form of a committeeman's letter. The release on this would make public the message to committeemen about the outlook for farmers to make accomplishments under the 1940 AAA Program. This, of course, would be a letter from the State Chairman, Administrative Officer, or Executive Officer. The story could be released for the New Year's editions of newspapers, and point out the opportunity for farmers under the 1940 program, stressing the provisions which meet farm needs in your state.
5. In accordance with the general movement toward increasing the emphasis on conservation in the 1940 program, it is suggested that state assistants and other persons handling AAA information meet with members of the State

Committee to schedule special conservation releases and other material for the next few months. A starting point might be to select conservation features of the 1940 program which apply to your state and highlight these in a series of short releases. Another angle would be to map out the conservation needs of your state and emphasize the parts of the program which aim to meet these needs. The significance of the conservation problem has been strikingly brought out in a book well worth the reading--"The Rape of the Earth, A World Survey of Soil Erosion," by G. V. Jacks and R. O. Whyte. The book is published in the United States by Doubleday Doran and Company, New York, under the title, "Vanishing Lands."

6. Use of portable AAA exhibits which are available in most states has again been suggested. These might be used as window displays, and Farm and Home Weeks, winter agricultural shows, Farm Bureau Conventions, and other meetings.

SUGGESTIONS FOR MATS AND PICTURES

1. Some Burley tobacco marketing pictures could be taken during December. The AAA Division of Information has special use for Burley marketing pictures. Other types of Burley pictures might be taken during the season, also.
2. In covering the cotton referendum, pictures of farmers voting may be obtained.
3. For the year-end summary feature suggested in the tips, pictures of the State Committee in action (for the state story) and of the County Committee for the county story, are suggested as possibilities. Good practice pictures would also be in order for this story. It might be suggested that a county picture could show a farmer in the county office studying over his farm plan or other papers with a committeeman.
4. In wheat areas pictures showing close-up views of the Ever Normal Granary seal might be obtained. The AAA Division of Information has use for these.

